

Strategic Media Plan

Ver0x-Mar. 2019



Ads Manager

[www.Facebook.com/AdsManager](https://www.facebook.com/AdsManager)


Ads Manager


Ahmed

29





Ahmed Sabry 2017 (63727842)

Updated just now
Discard Drafts
Review and Publish

+ Add filters to narrow the data you are seeing.

Lifetime: Feb 3, 2010 – Sep 4, 2018

Account Overview
Campaigns
Ad Sets
Ads

+ Create

Rules

Columns: Performance
Breakdown
Reports

		Campaign Name	Delivery	Results	Reach	Impressions	Cost per Result	Budget	Amount
☐	☐	Egypt Offer - Lead generation	Inactive	— Lead (Form)	237	277	— Per Lead (F...	Using ad se...	
☐	☐	Egypt Offer - Engagement 2	Inactive	73 Post Engag...	4,515	4,869	0.80.م.ج Per Post En...	Using ad se...	
☐	☐	Egypt Offer 25	Inactive	64,298 Reach	64,298	70,399	4.99.م.ج Per 1,000 P...	Using ad se...	3
☐	☐	Social Media Track	Inactive	64,466 Reach	64,466	87,531	5.72.م.ج Per 1,000 P...	Using ad se...	3
☐	☐	World Cup Campaign	Inactive	55,037 Reach	55,037	61,685	3.02.م.ج Per 1,000 P...	Using ad se...	1
☐	☐	Post "The..."	Inactive	230	10,045	18,000	0.76	Using ad se...	175.77
⚠ Results from 7 campaigns				—	145,517 People	243,926 Total	—	Activate Windows Go to Settings to activate Windows. T	1,1



Campaign
Structure
Map

Close

AWARENESS TYPES



Brand Awareness

Reach people more likely to pay attention to your ads and increase awareness for your brand.

Ad formats to choose from:

Photo:

- Video
- Carousel
- Slideshow
- Canvas

Reach

Show your ad to the maximum number of people in your audience.

Ad formats to choose from:

- Photo:
- Video
- Carousel
- Slideshow

CONSIDERATION TYPES



Traffic	App Installs	Engagement	Video Views	Lead Generation
Increase the number of visits to your website or get more people to use your app. You can: ▪ Send people to your website ▪ Get people to download your app What platforms support the traffic objective? ▪ Facebook ▪ Instagram Ad formats to choose from: ▪ Video ▪ Carousel ▪ Slideshow ▪ Canvas	Send people to an app store where they can download your app. What platforms support the app installs objective? Facebook Instagram Ad formats to choose from: ▪ Photo ▪ Video ▪ Carousel ▪ Slideshow	Get more people to see and engage with your post or Page. You can: Boost your posts Promote your page Raise attendance at an event on your page What platforms support the engagement objective? ▪ Facebook ▪ Instagram Ad formats to choose from: ▪ Photo ▪ Video ▪ Carousel ▪ Slideshow	Promote videos that show behind-the-scenes footage, product launches or customer stories to raise awareness about your brand. What platforms support the video views objective? ▪ Facebook ▪ Instagram Ad formats to choose from: ▪ Video ▪ Slideshow	Collect lead information, such as email addresses, from people interested in your business. What platforms support the lead generation objective? ▪ Facebook ▪ Instagram Ad formats to choose from: ▪ Video ▪ Carousel ▪ Slideshow

CONVERSION TYPES



Conversions

Get more people to use your website, Facebook app, or mobile app. To track and measure conversions, use the Facebook pixel or app events.

What platforms support the conversions objective?

- Facebook
- Instagram

Ad formats to choose from:

- Photo
- Video
- Carousel
- Slideshow

Product Catalog Sales

Show products from your product catalog based on your target audience

What platforms support the product catalog sales objective?

- Facebook

Ad formats to choose from:

- Photo
- Carousel

Store Visits

Promote multiple business locations to people who are nearby.

What platforms support the store visits objective?

- Facebook

Ad formats to choose from:

- Photo
- Video
- Carousel
- Slideshow

Lead Generation Campaign



Lead generation

Collect lead information from people interested in your business.

☐ **Create Split Test:** Use this ad campaign to test ad set strategies ⓘ

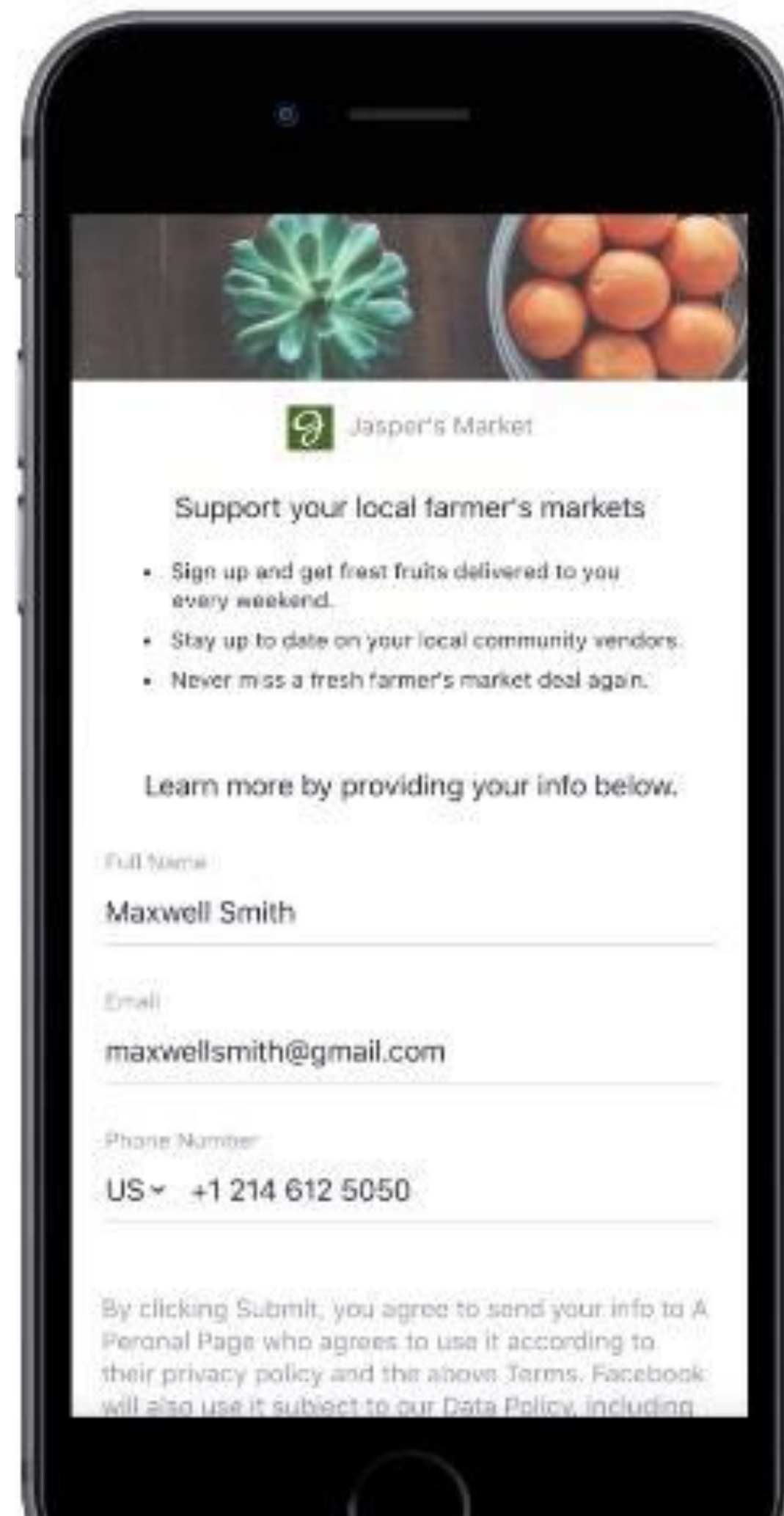
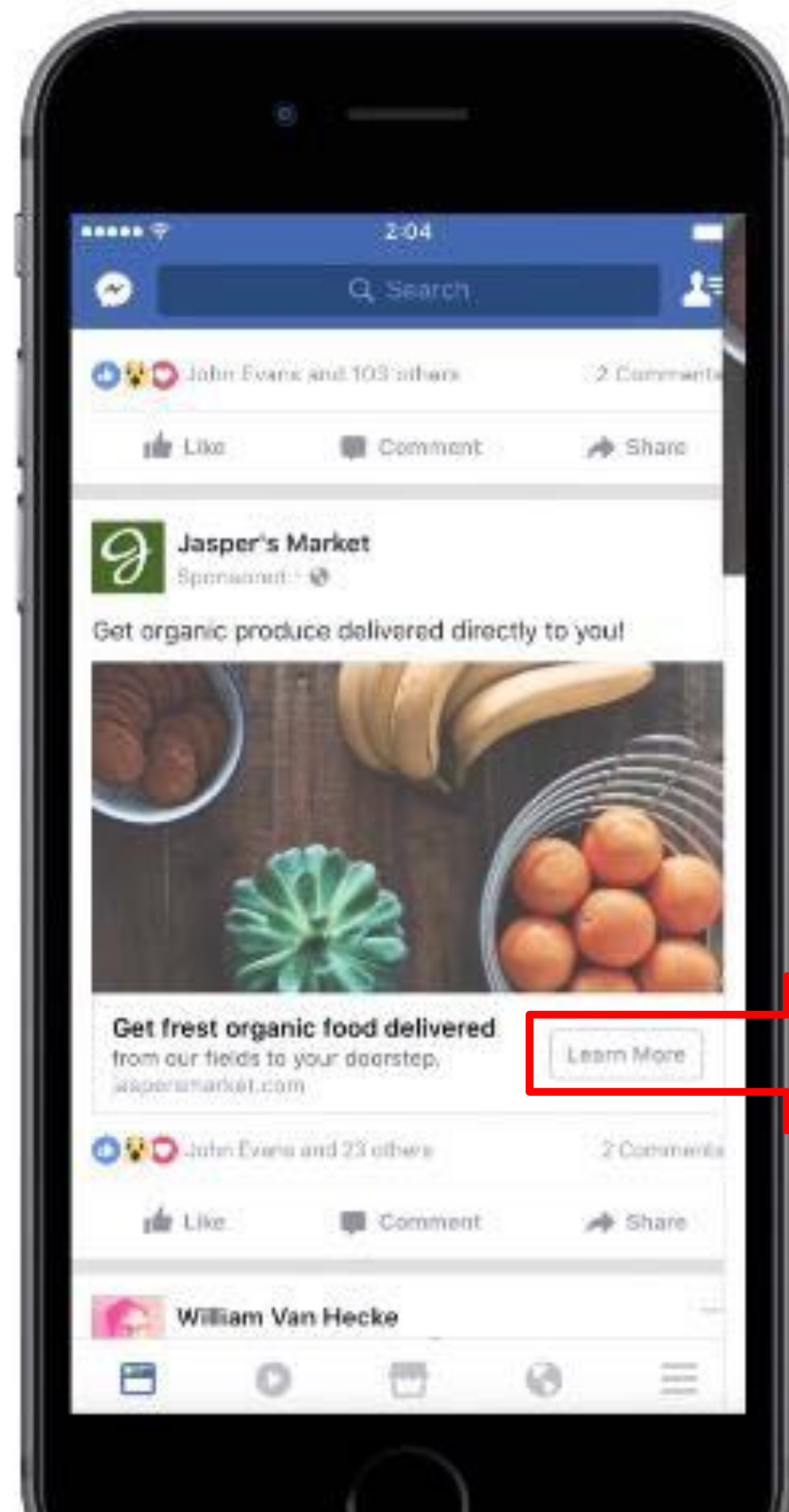
Campaign Name ⓘ

Lead generation

Continue

Facebook lead ads

- Facebook lead ads are designed to help you find potential customers who demonstrate a level of interest
- Ad lands on a native form experience that is designed to be easy and seamless for people to share their information
- The form is pre-populated with information people have shared with Facebook



Example

**Revel Systems iPad POS**
Sponsored · 

Like Page

Revel Works For Every Kind of Business. Big or Small.



Get a Free Demo Today
The iPad Point of Sale Solution Tailored For The Business Of Your Dreams.

WWW.REVELSYSTEMS.COM

Learn More

Revel Systems iPad POS



Learn more by providing your info below.

First name	Enter your answer.
Last name	Enter your answer.
Email	Enter your answer.
City	Enter your answer.
State	Enter your answer.
Company Name	Enter your answer.
Phone number	Enter your answer.

By clicking Submit, you agree to send your info to Revel Systems iPad POS who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [Facebook Data Policy](#) [View Revel Systems iPad POS's Privacy Policy](#)

Back

Cancel

Submit

Lead Ad Basics

Where you ads can run

- Facebook News Feed
- Instagram
- Instagram stories
- Instant Articles

Ad formats

- Carousel
- Single image
- Single video
- Slideshow

Call to action

- Apply Now
- Download
- Get Quote
- Learn More
- Sign Up
- Subscribe

Create a lead ad in Ads Manager



Ad body
(Text)

News Feed
description

Web URL



Waterford Lux Resorts

Sponsored ·

Like Page

Page Name

Enjoy paradise on us!



Photo

Enter for a chance to win a vacation for two!

Headline

Enter your name in our annual sweepstakes drawing to win an all-inclusive vacation for two at our resort.

Call to Action

WWW.WATERFORDLUX.COM

Sign Up

Like

Comment

Share

Audience Targeting

To the right **Person**

Placement Targeting

Over the right **Channel**

Location Targeting

Device Targeting



Audience Types



Core audiences

Select your audience manually based on characteristics such as age and location.



Custom Audiences

Upload your contact list to connect with your customers on Facebook.



Lookalike Audiences

Use your customer information to find people similar to them on Facebook.

Targeting

Two billion people¹ — more than half of all internet users

Facebook provides three distinct targeting strategies for marketers:

- **Core Audiences:** Target ads using Facebook data.
- **Custom Audiences:** Use data from your CMS, website, mobile app, or other sources to target Facebook ads to people you already know.
- **Lookalike Audiences:** Surface new audiences by combining Custom Audiences with Facebook targeting.

Core Audience

- **Location targeting** allows marketers to target ads by postal code, city, region, or country — or worldwide — and to deliver ads based on where people are, whether they live in a location, are new arrivals, or just visiting.
- **Demographic** targeting draws from information that people share publicly on Facebook about their education, political views, family/relationship status, life events, career, and more.
- **Behaviour & Interest** targeting focuses on consumer and lifestyle categories such as fitness, fashion, or hobbies.
- **Connections** targeting is based on audience engagement with your Facebook Page, Facebook Events, or app.

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations

[Browse](#)

Add Bulk Locations...

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

Detailed Targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

[Suggestions](#)

[Browse](#)

▶ Demographics ⓘ

▶ Interests ⓘ

▶ Behaviors ⓘ

▶ More Categories ⓘ

Connections ⓘ

Save This Audience

Location Targeting

Include  Type to add more locations [Browse](#)



▶ Countries ☐

▼ Regions

▶ Free trade areas ☐

▶ App store regions ☐

▶ Emerging Markets ☐

▶ Euro area ☐

 Drop Pin

Include  Type to add more locations [Browse](#)



▼ Countries [Select All](#) ☐

▶ Africa ☐

▶ Asia ☐

▶ Caribbean ☐

▶ Central America ☐

▶ Europe ☐

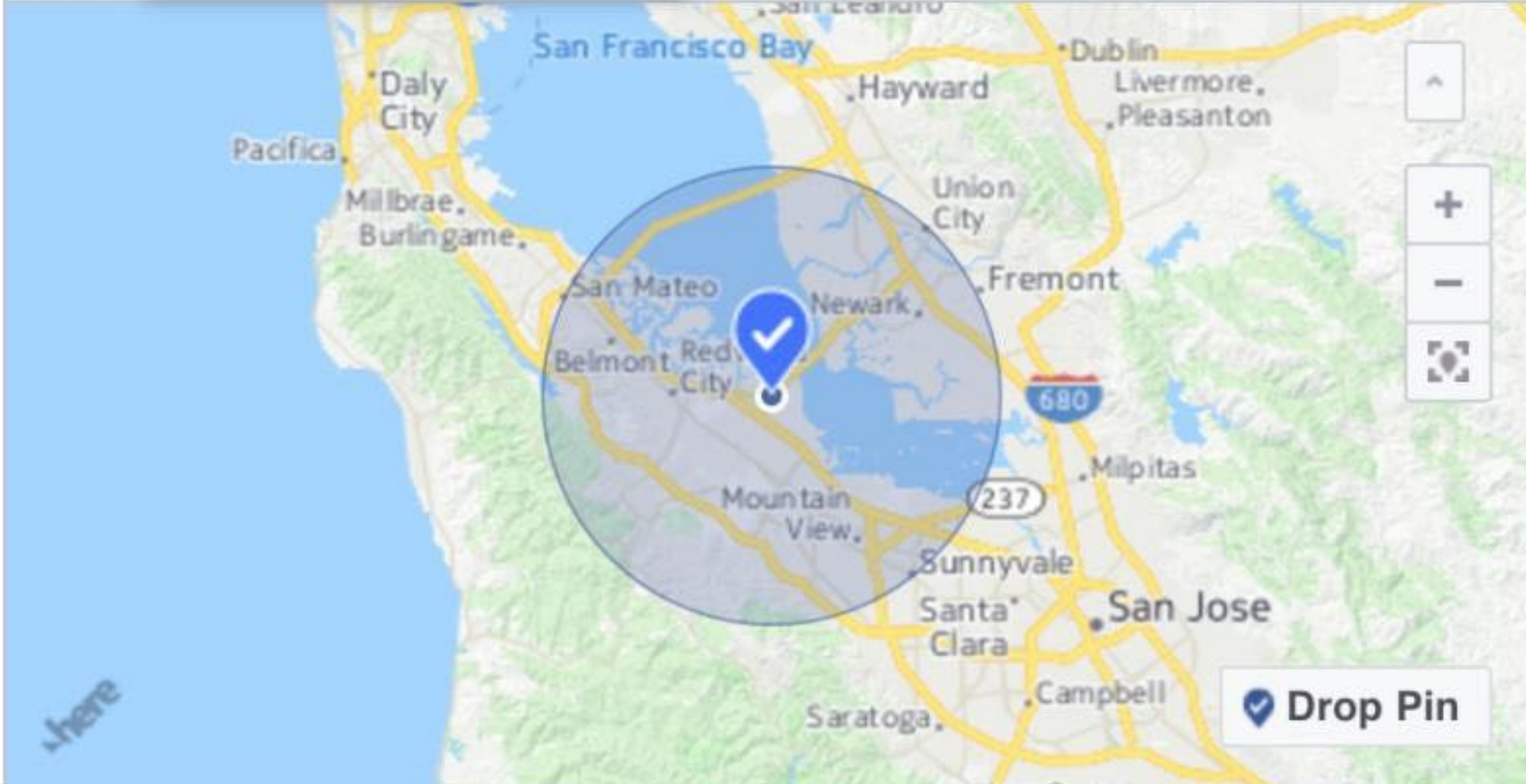
▶ North America ☒

United States

 1 Hacker Way, Menlo Park, California, United States  

+ 10mi 

Include  1  50 10 mi locations [Browse](#)



 Drop Pin

Location-based targeting

Target location by (**worldwide, by geographic area, country, city, or postal code**).

There are four different ways to target ads based on location:

- **Everyone** in a location
- **Locals**: Only people who identify that location as their home
- **New residents**: Only people who recently updated their location
- **Visitors**: People who have checked into or been tagged in a place that isn't their primary location

Demographic targeting

Age ⓘ ▼ - ▼

Gender ⓘ

Languages ⓘ

- **Language:** You should only add language targeting if the language you're targeting is not the primary language spoken in the location you're targeting.

Interests and Behaviours

- **Interest** targeting lets you advertise to specific audiences by their interests, activities, Pages and posts they like, posts and comments they make, and closely related topics.
- **Behaviour** targeting lets you reach people based on device usage and other activities

Search Example

Detailed Targeting ⓘ

Connections ⓘ

Placements

INCLUDE people who match at least ONE of the following ⓘ

Baking|

Suggestions | Browse

Baking

Interests

Baking

Behaviors

Baking

Fields of Study

Baking powder

Interests

Crust (baking)

Interests

Pillsbury Baking

Interests

Yamazaki Baking

Employers

Cooking and Baking

Interests

Show your ads to the right people

Behavior Targeting

Add demographics, interests or behaviors

Suggestions

Browse

▼ Digital activities

Console Gamers ☐

▶ Operating System Used

▶ Canvas Gaming

Event creators ☐

FB Payments (All) ☐

FB Payments (Higher than average spend) ☐

FB Payments (Recent) ☐

Facebook Page Admins ☐

Add demographics, interests or behaviors

Su

▼ Mobile Device User

▶ All Mobile Devices by Brand

▶ All Mobile Devices by Operating System

All mobile devices

Feature phones

▶ Network Connection

New smartphone and tablet owners

Target by connections

- Can include or exclude people from Core Audiences based on whether they engage with your Facebook Page, your apps, or your Facebook Events.

Connections ⓘ

Advanced Combinations ▼ ×

People who are connected to ⓘ

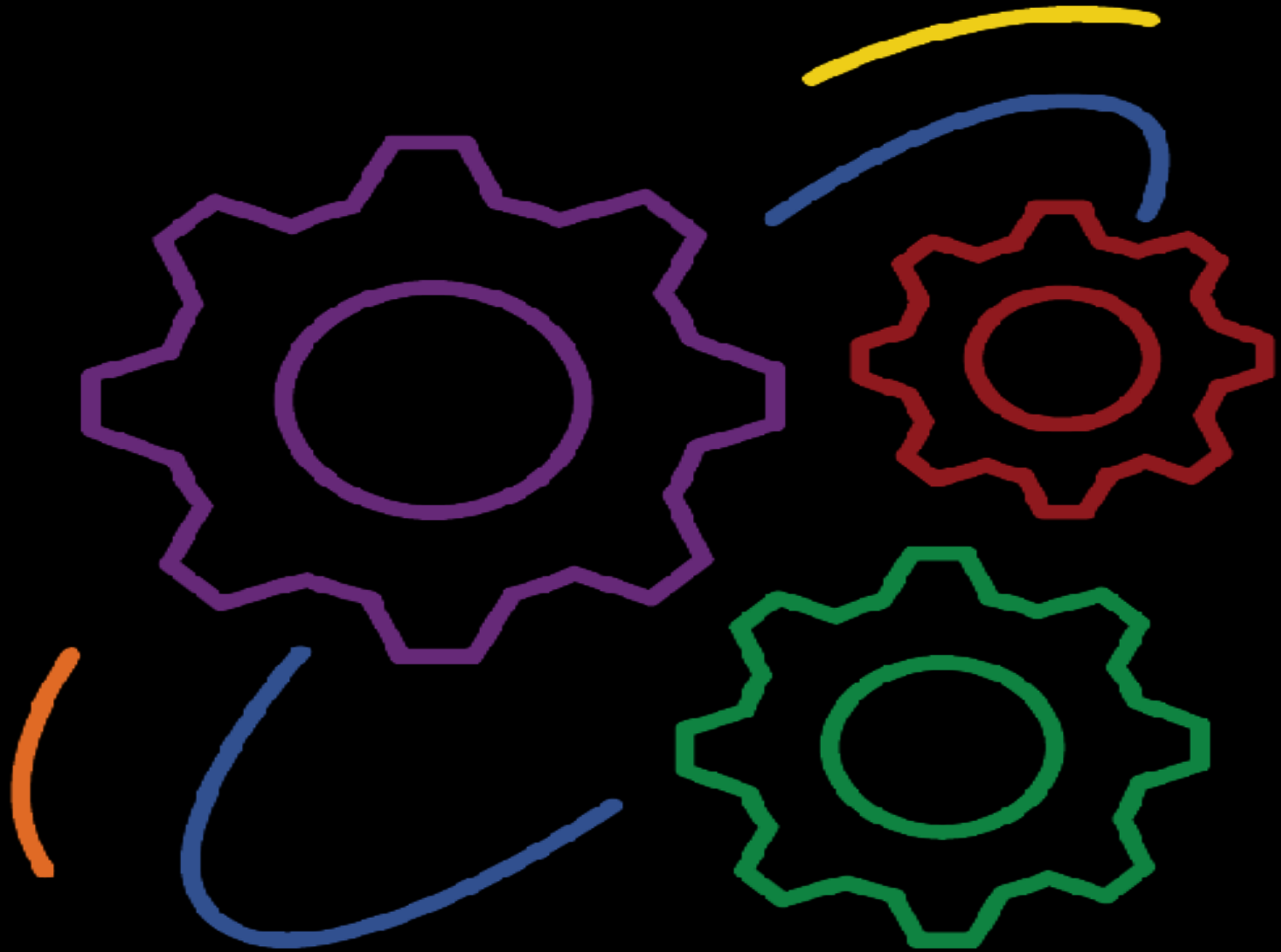
Add a Page, app, or event

Friends of people who are connected to ⓘ

Add a Page, or app

Exclude people who are connected to ⓘ

Add a Page, app, or event



Custom Audiences



IDEAS TO BOOST YOUR CAMPAIGNS WITH CUSTOM AUDIENCES

- Reach users who are not reading your emails
- Regain lost customers,
- Target customers who haven't bought anything in a while
- Target people very similar to your customers
- Use lookalike audience
- Grow your Facebook page likes
- Exclude existing fans from
- Get personal targeting by name
- Create an ad with the name
- Upsell products or upgrades

Custom Audiences

- Custom Audiences are built from customer data that you already have on hand or can easily get –making it easy to reconnect with the people who have already shown interest in your business.
- Categories in four sections:
 - Contact lists
 - Website visitors
 - App users
 - FB Engagement
 - Offline integration

Create a Custom Audience



Customer File

Use a customer file to match your customers with people on Facebook and create an audience from the matches. The data will be hashed prior to upload.



Website Traffic

Create a list of people who visited your website or took specific actions using Facebook Pixel.



App Activity

Create a list of people who launched your app or game, or took specific actions.



Offline Activity UPDATED

Create a list of people who interacted with your business in-store, by phone, or through other offline channels.



Engagement UPDATED

Create a list of people who engaged with your content on Facebook or Instagram.

Contact lists

Find your leads and customers on Facebook

- With data from your CRM system or customer contact lists – such as phone numbers or email addresses – you can connect with your customers and contacts on Facebook.

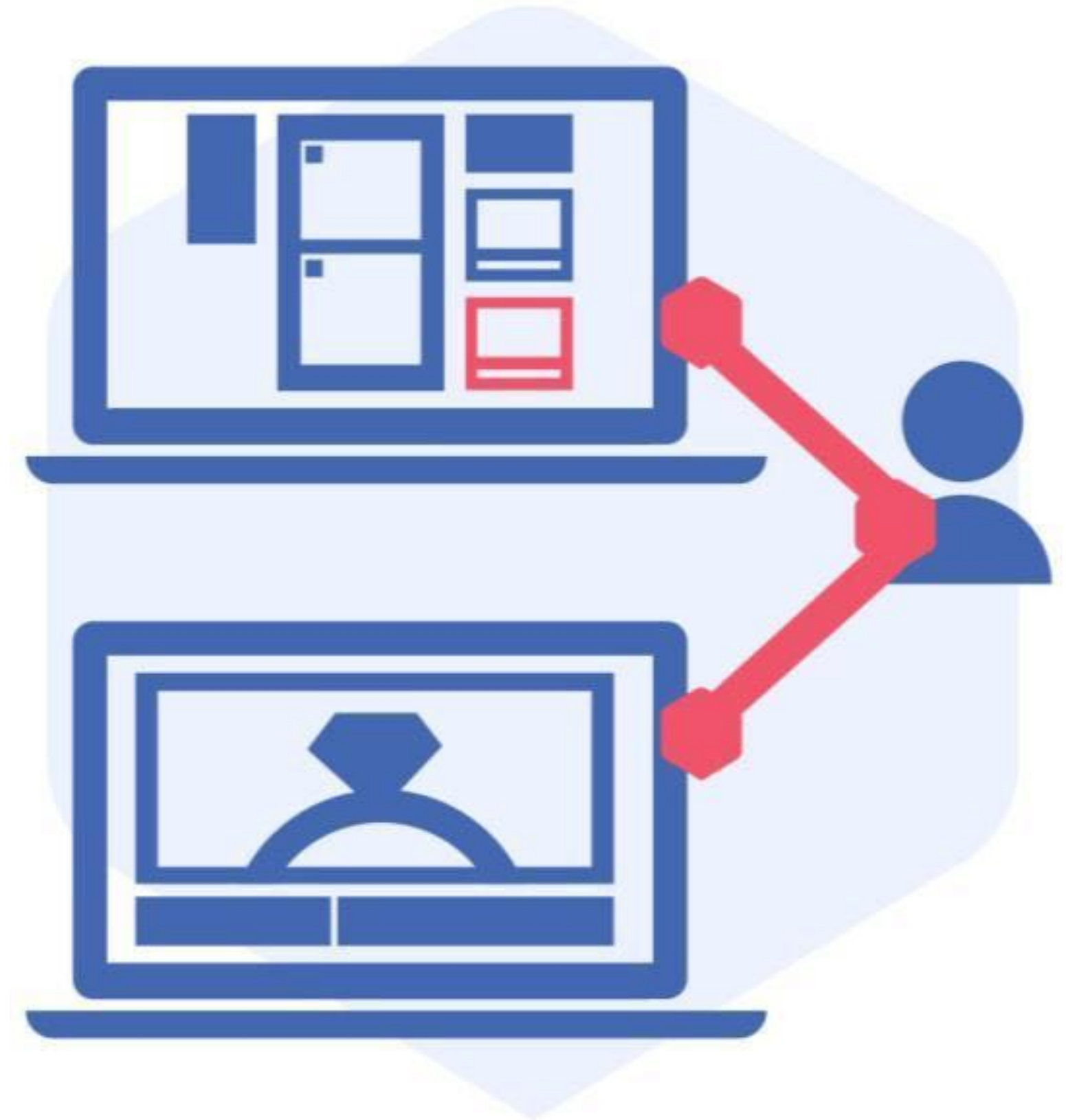


HOW TO CREATE A CUSTOM AUDIENCE

- Creating your first Custom Audience is as simple as accessing the Facebook Ads Manager and uploading some basic information about your target audience.
- To get started, you'll need to prepare a file containing the contacts you want to add to your Custom Audience. Just open a simple text editor and insert one value per line like this:
 - email1@gmail.com
 - email2@gmail.com
 - email3@yahoo.com
 - email4@outlook.com
- Remember, your file can contain either email addresses, phone numbers, Facebook User IDs, or mobile advertiser IDs. Note that you cannot mix different data types. This means your file should contain only emails, only phone numbers, and so on.

Website visitors

- Connect with your website visitors
- Using the Facebook pixel— a snippet of code that you install on your website – you can create a Custom Audience of people who have visited your website. You can even use the website traffic data to show people ads for things that they've shown interest in on your website.



App users

- Reach the people who use your app
- The Facebook SDK is a snippet of code that you install in your app – lets you create a Custom Audience of people who use your app, so you can inspire them to return to a game or view an item that they may be interested in buying.



Engagement Custom Audience

Create a Custom Audience



Include people who meet **ANY** of the following criteria:

Page:  Digital Marketing Arts Academy ...

Everyone who engaged with your Page in the past days

✓ Everyone who engaged with your Page



 Include More  Exclude



Anyone who visited your Page



People who engaged with any post or ad



People who clicked any call-to-action button



People who sent a message to your Page



People who saved your Page or any post

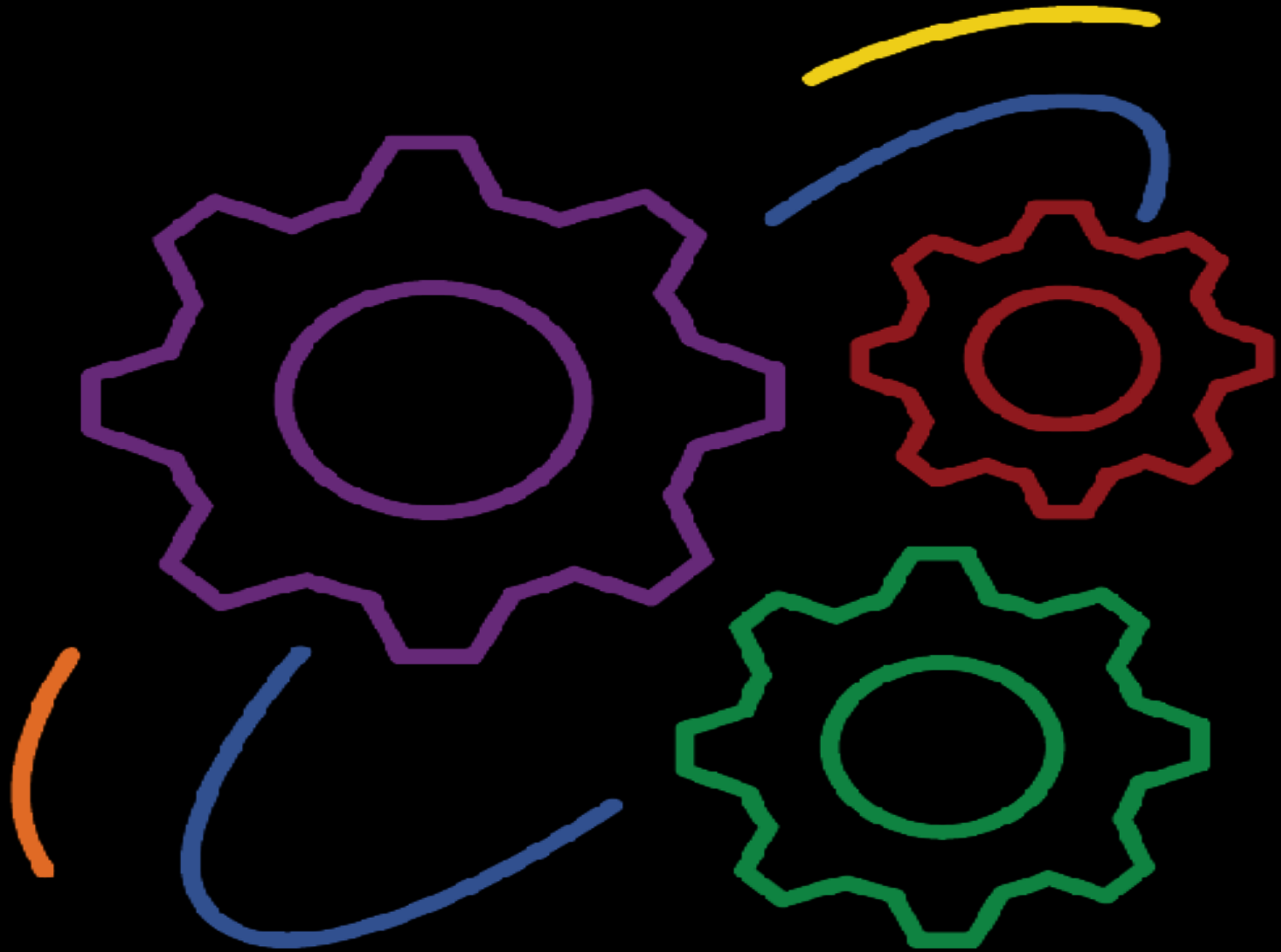


Show description

Cancel

Back

Create Audience



Look a Like Audience

Look a Like Audiences

Asset Library

Account: Zanussi (1375883642644026) ▾

Audiences Images

Create a Lookalike Audience

Find new people on Facebook who are similar to your existing audiences. [Learn more.](#)

Source ⓘ Choose a Custom Audience or a Page.
Create new ▾

Location ⓘ Search for countries or regions to target [Browse](#)

Audience Size ⓘ 0 1 2 3 4 5 6 7 8 9 10 % of countries
Audience size ranges from 1% to 10% of the total population in the countries you choose, with 1% being those who most closely match your source.

[Show Advanced Options ▾](#)

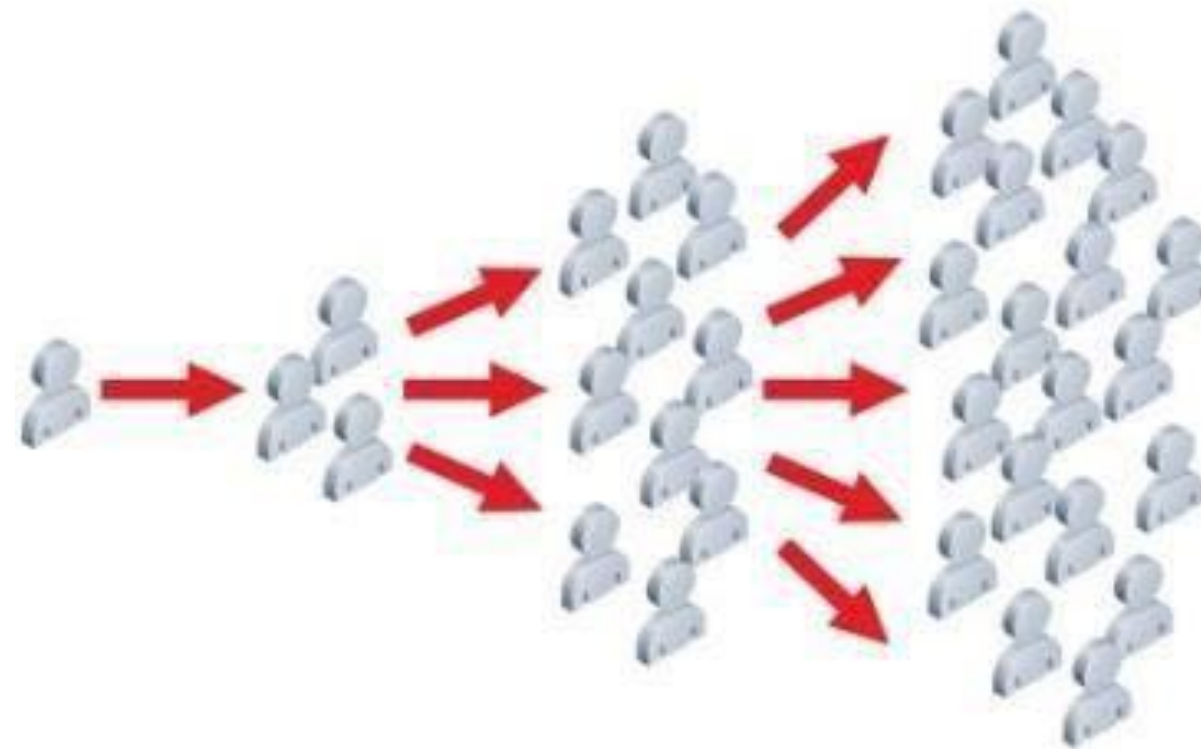
[Cancel](#) [Create Audience](#)

Create Audience ▾

- Custom Audience
- Lookalike Audience**
- Saved Audience

Why We Use Lookalike Audiences in Our Automated Ads System

- Lookalike audiences allow us to create additional custom groups of people who are likely interested in our business *based on their similarities* to our existing custom audiences, Facebook Fan Page(s) or conversion tracking pixels. Boom!



How Lookalike Audiences Work...

- Facebook looks at the attributes of the people who make up your custom audience or Fans or people triggering conversion tracking pixel and looks for people across Facebook with similar attributes.
- You can create a lookalike based on...

Lookalike Audiences: Audience Size

- “Smaller”: Includes the top 1% of people in the country you’ve selected who are most similar to your custom audience.
- “Larger”: Includes the top 5% of people in the country you’ve selected who are most similar to your custom audience.
- Can only select one country at a time.

Audience size



520,000 people could potentially see this ad set



Detailed Targeting: INCLUDE people who match at least ONE of the following

Interests > Additional Interests

- Cake
- Cake decorating
- Cupcake

Interests > Food and drink > Cooking

- Baking

Interests > Food and drink > Food

- Desserts

Add demographics, interests or behaviors

Exclude People or Narrow Audience

Connections: Add a connection type

Audience Size

Your audience is defined.

Potential Reach: 520,000 people

Estimated Daily Results

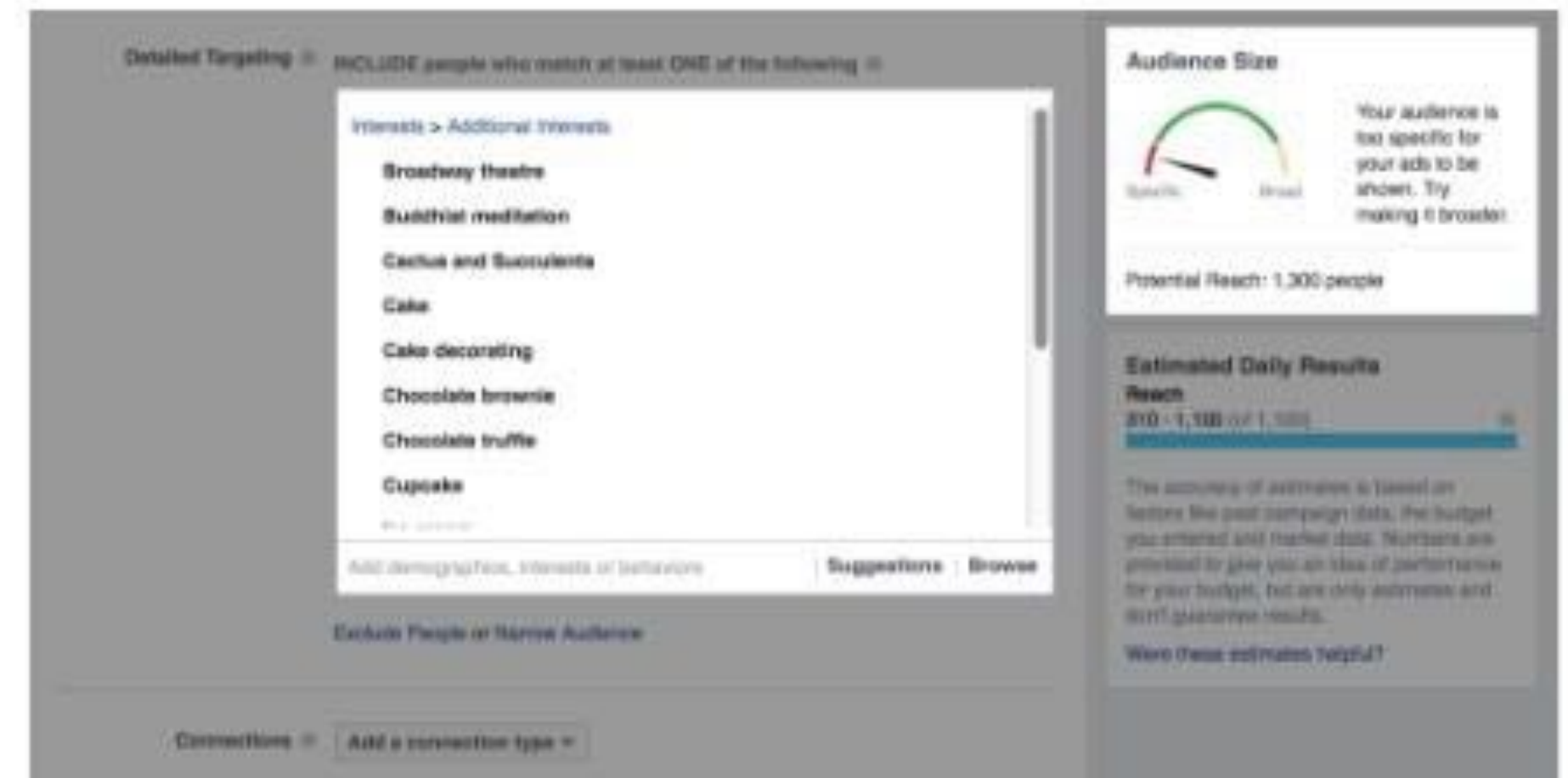
Reach: 1,800 - 8,400 (of 480,000)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



Only 1,300 people could potentially see this ad set



Detailed Targeting: INCLUDE people who match at least ONE of the following

Interests > Additional Interests

- Broadway theatre
- Buddhist meditation
- Cactus and Succulents
- Cake
- Cake decorating
- Chocolate brownie
- Chocolate truffle
- Cupcake

Add demographics, interests or behaviors

Exclude People or Narrow Audience

Connections: Add a connection type

Audience Size

Your audience is too specific for your ads to be shown. Try making it broader.

Potential Reach: 1,300 people

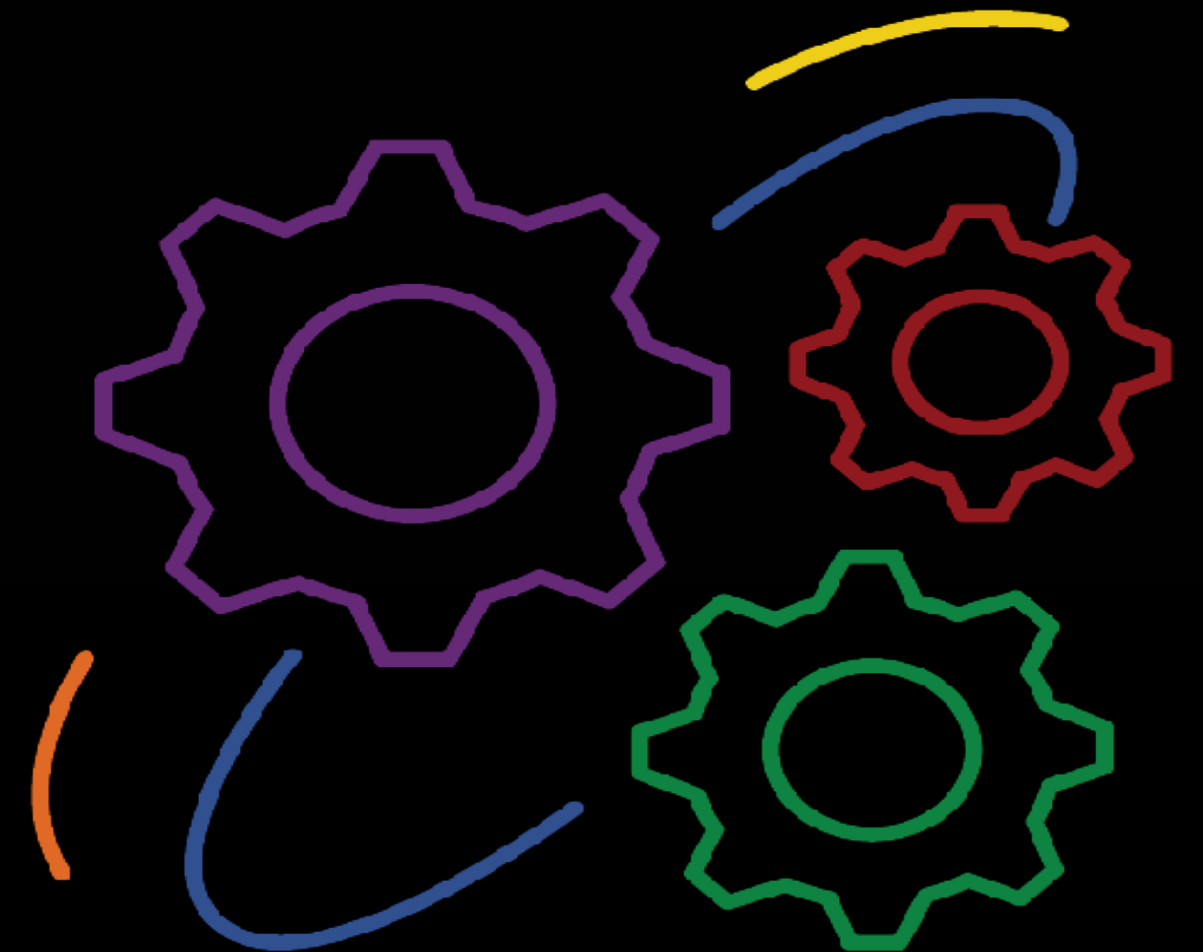
Estimated Daily Results

Reach: 210 - 1,100 (of 1,100)

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

PLACEMENTS



Facebook's family



Facebook



Instagram



Messenger

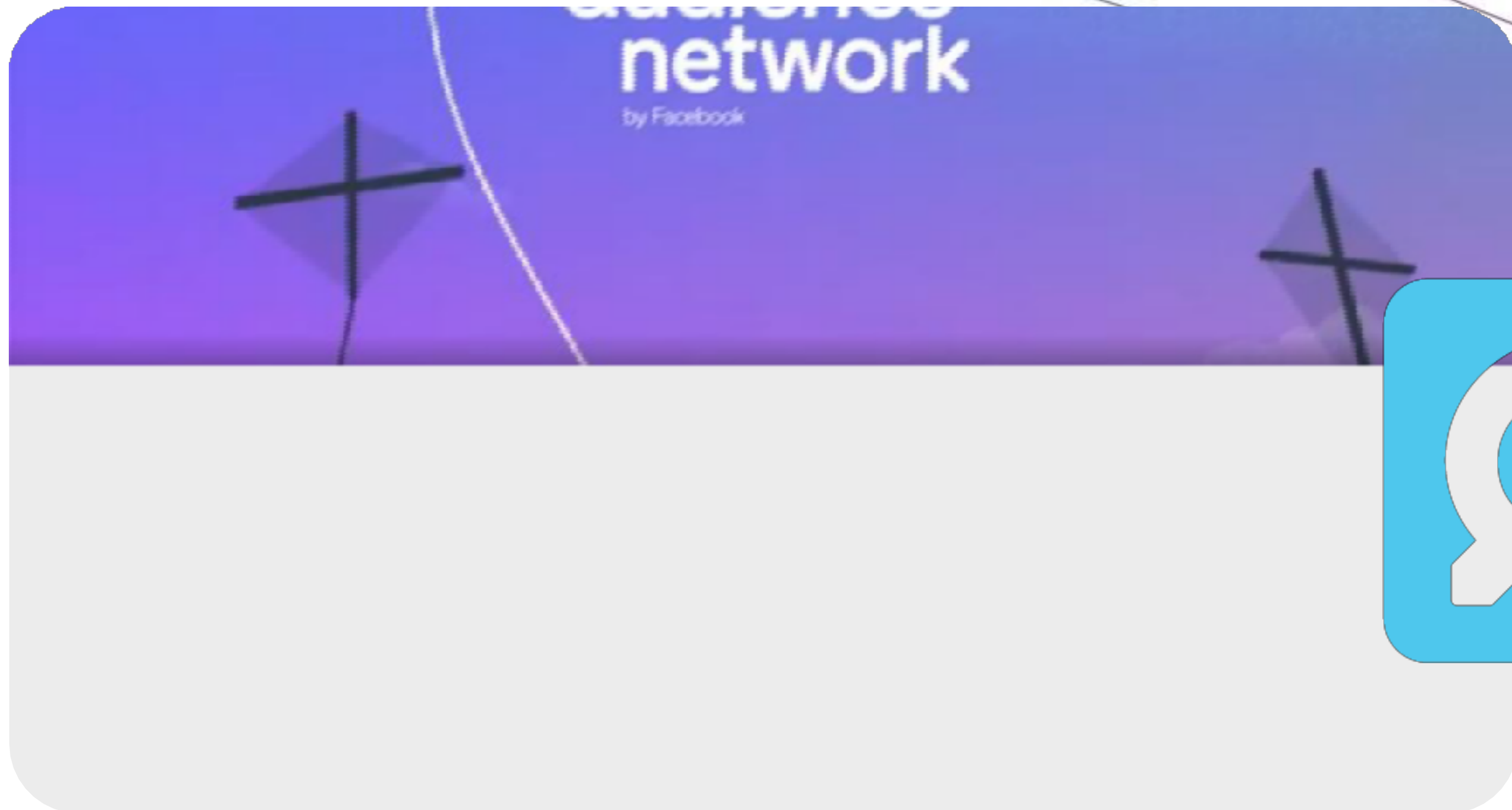


Audience
Network



Workplace

A family of apps and services for all the ways people and businesses connect.



The Audience Network brings the power of Facebook audience targeting to additional mobile experiences, giving marketers even more scale for their Facebook campaigns. Choose Audience Network as a placement to allow your ads to appear when your audience views approved Audience Network sites and apps.

Placements at Facebook's family

Facebook

- Feed
- Instant Articles
- In-stream videos
- Right column
- Suggested videos
- Marketplace

Messenger

- Home
- Sponsored messages

Instagram

- Feed
- Stories

Audience Network

- Native, banner and interstitial
- In-stream videos
- Rewarded videos



Facebook Ads Placement

Facebook Feed



Facebook Marketplace



Facebook Right Column

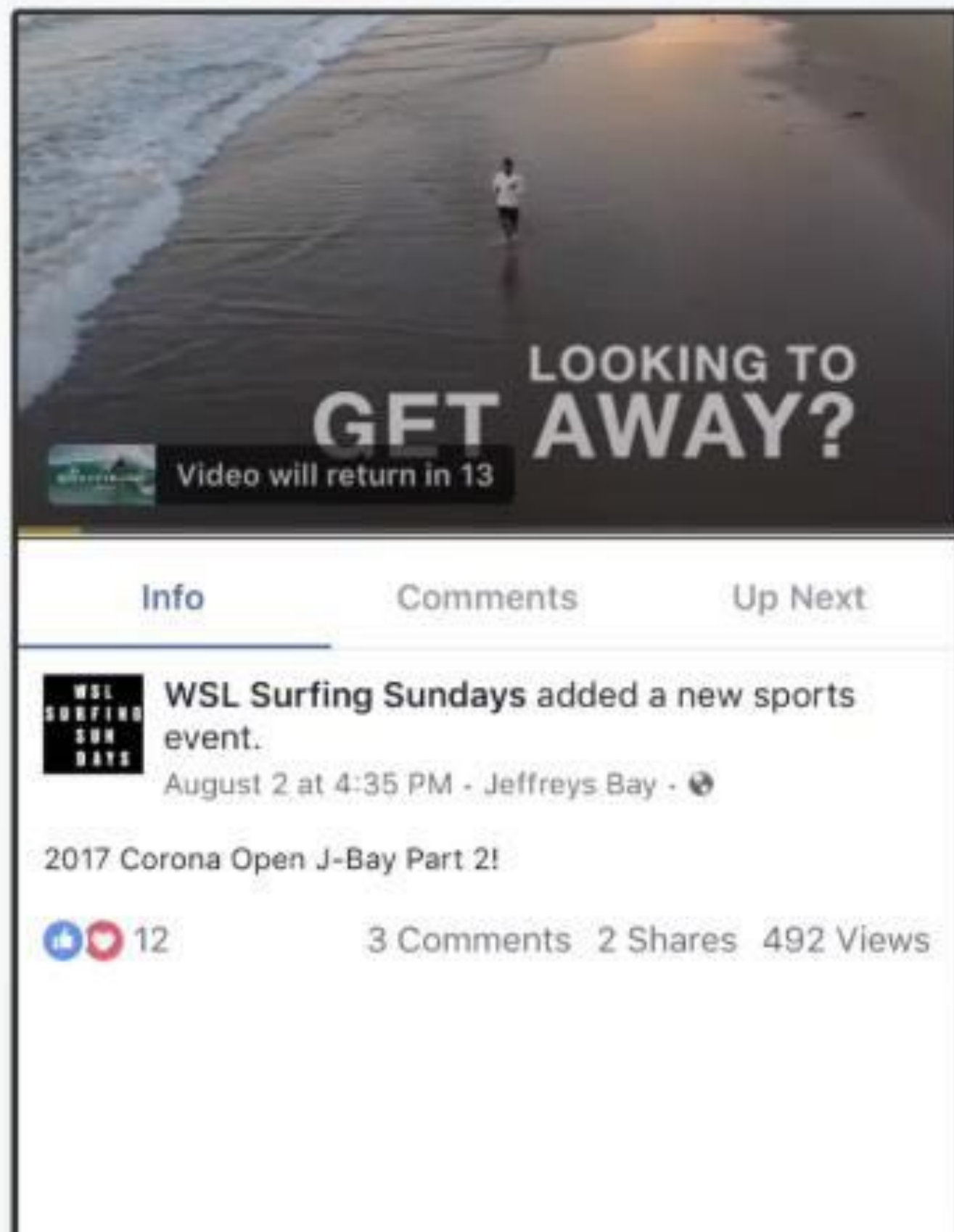


Millions of Happy Members
dollarshaveclub.com

Don't go into debt to get a great shave. Dollar Shave Club delivers amazing razors for a f...

Facebook Ads Placement (Cont.)

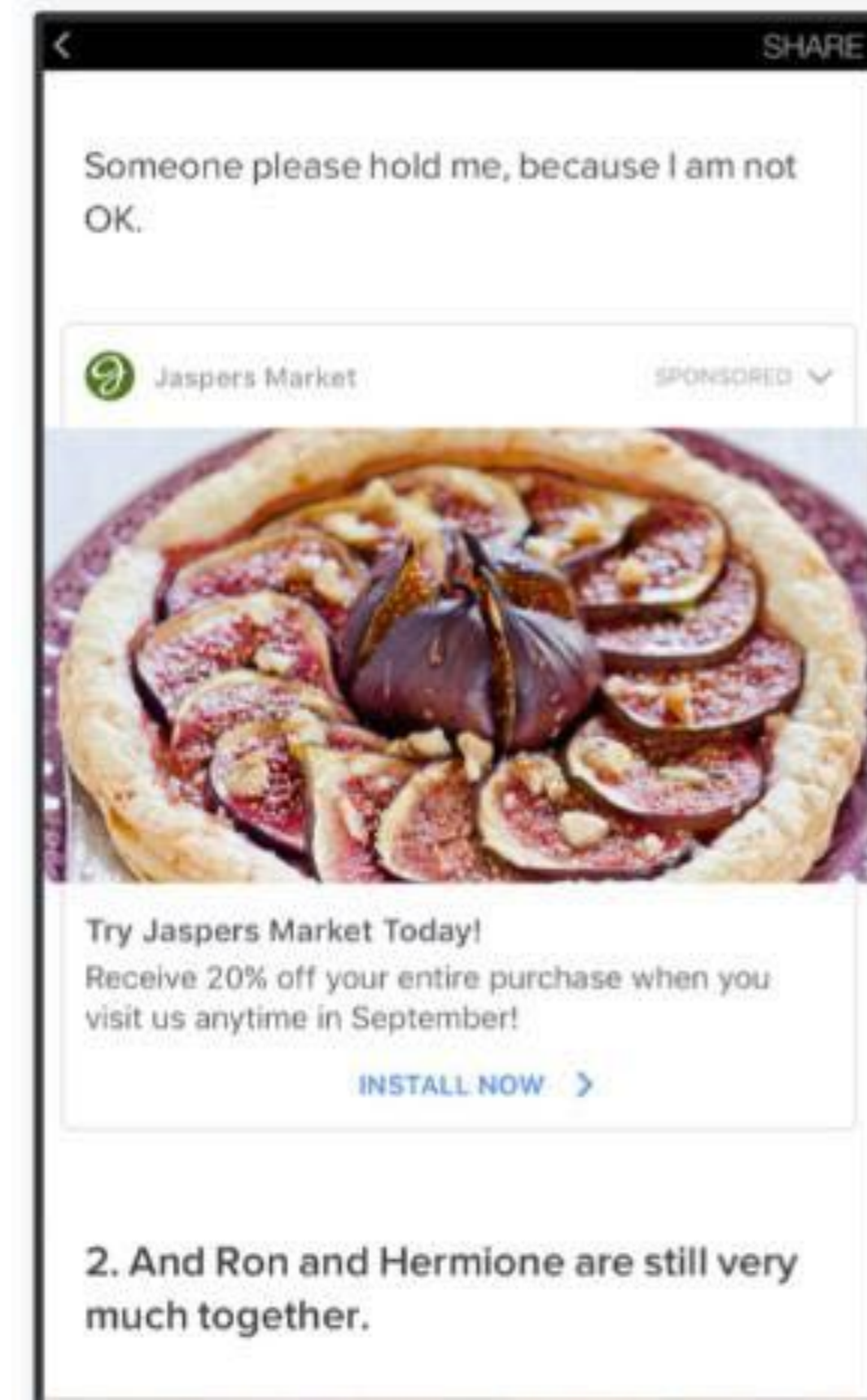
In-Stream Video



Suggested Video

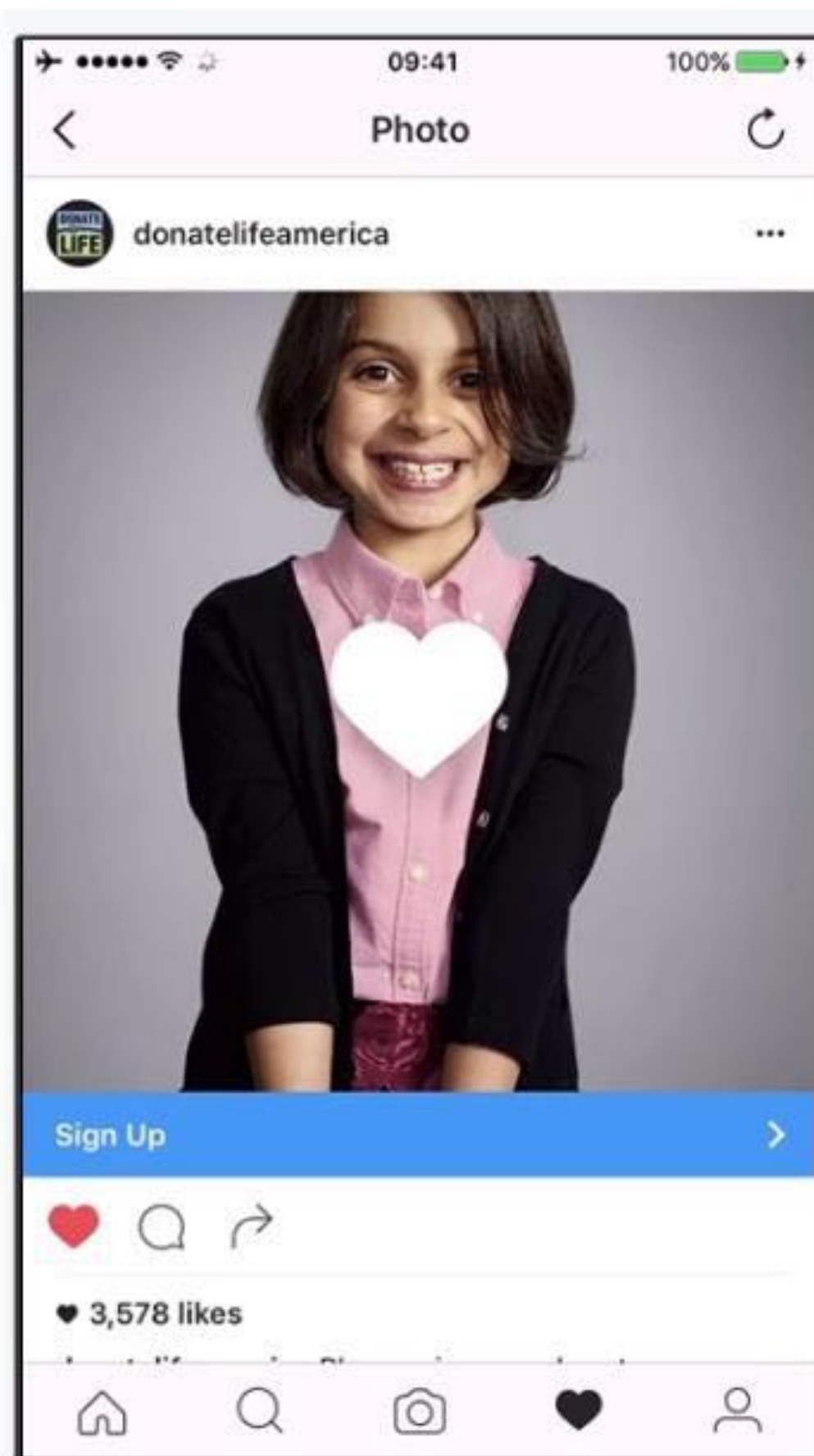


Instant Articles



Instagram Ads Placement

Feed

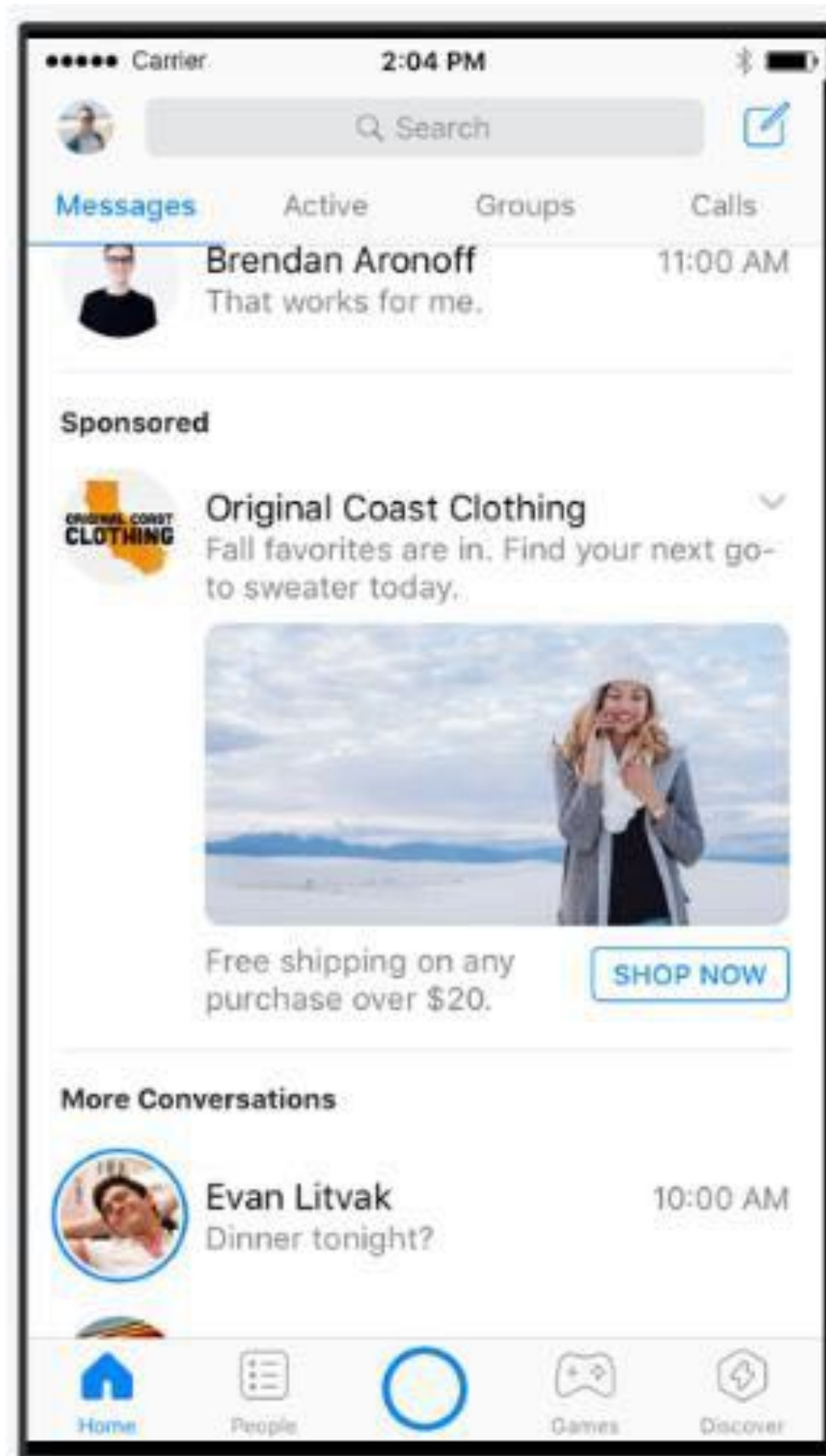


Stories

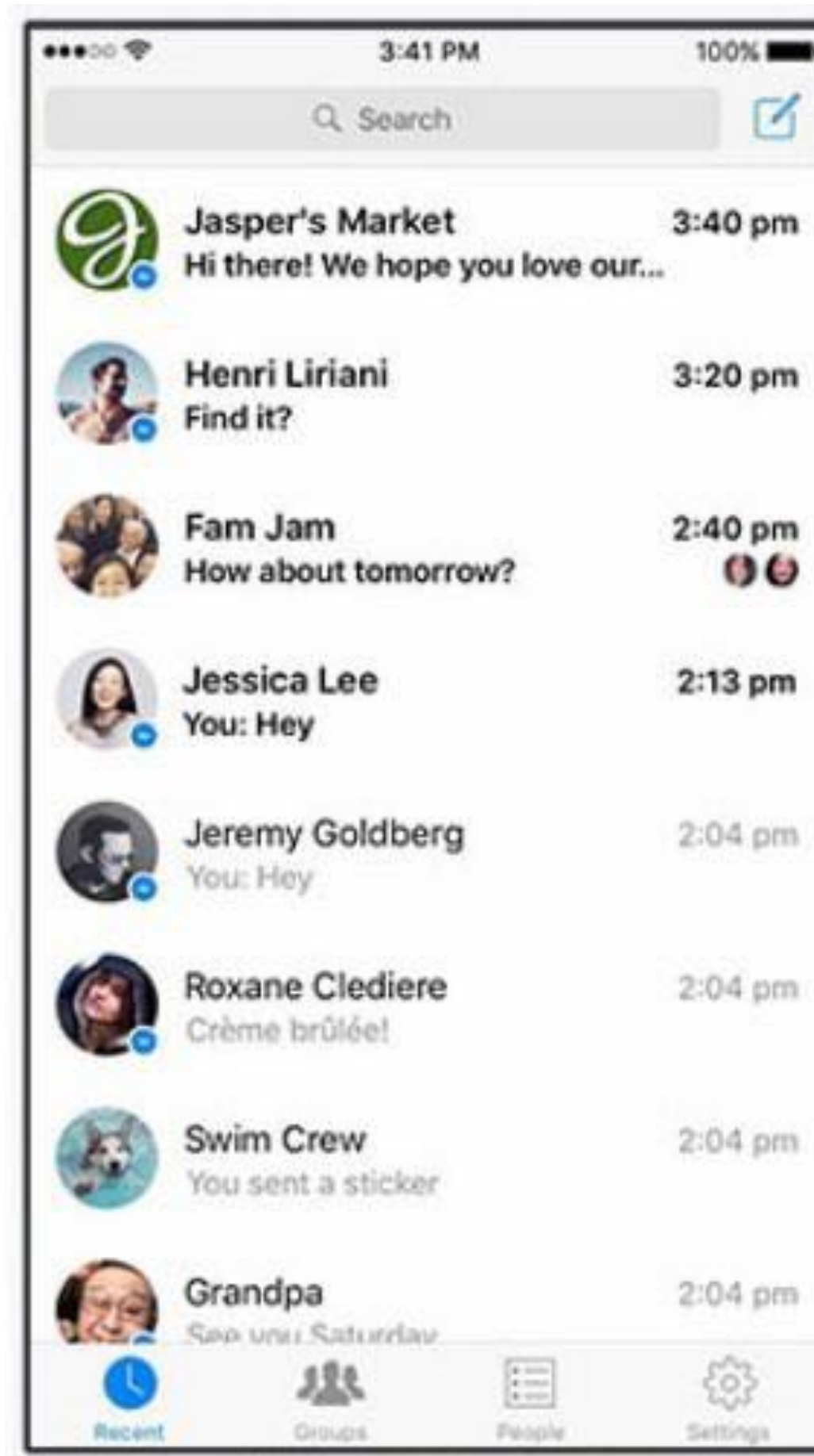


Messenger Ads Placement

Messenger Home

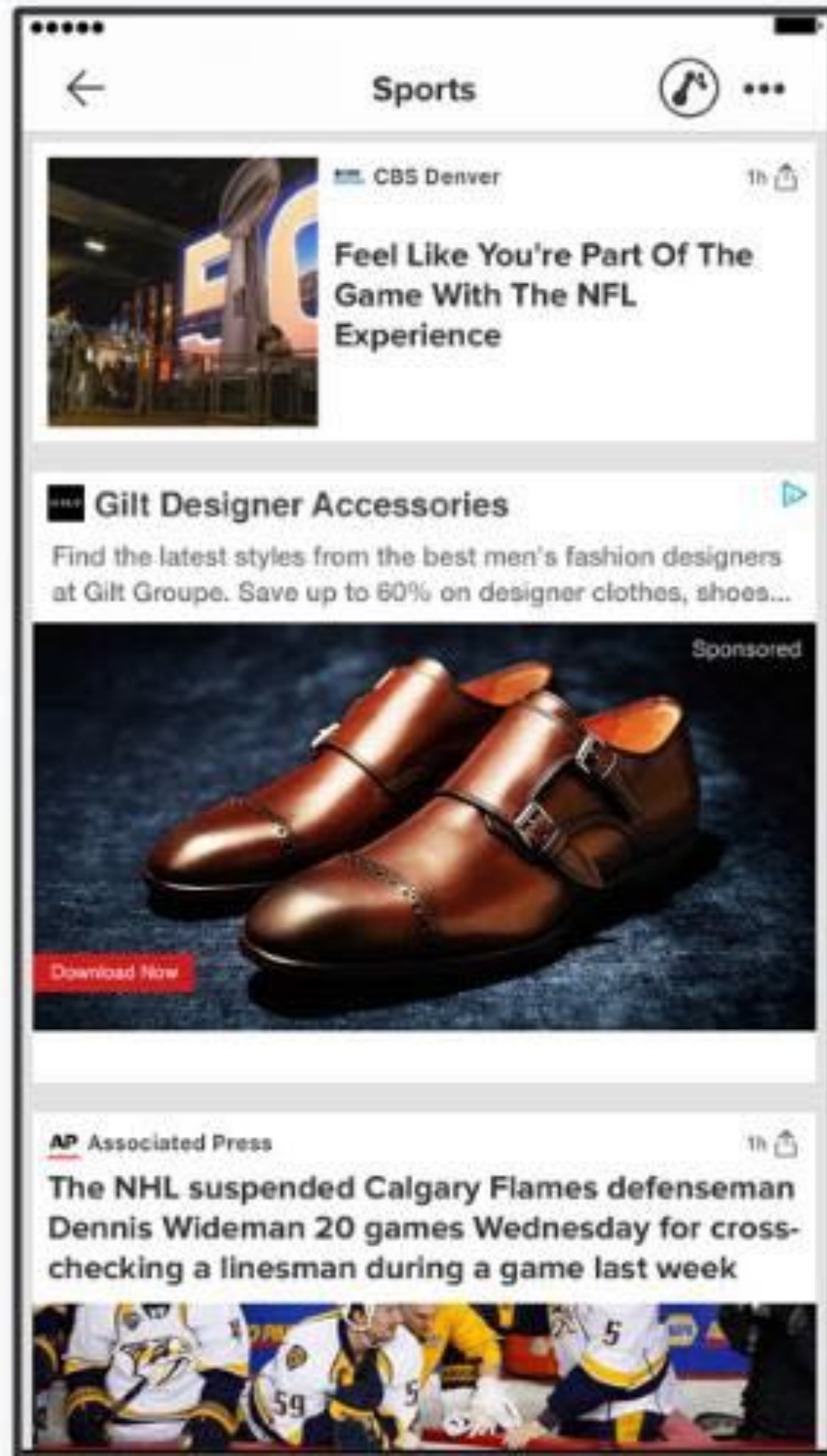


Sponsored Message



Audience NetworkAds

Banner

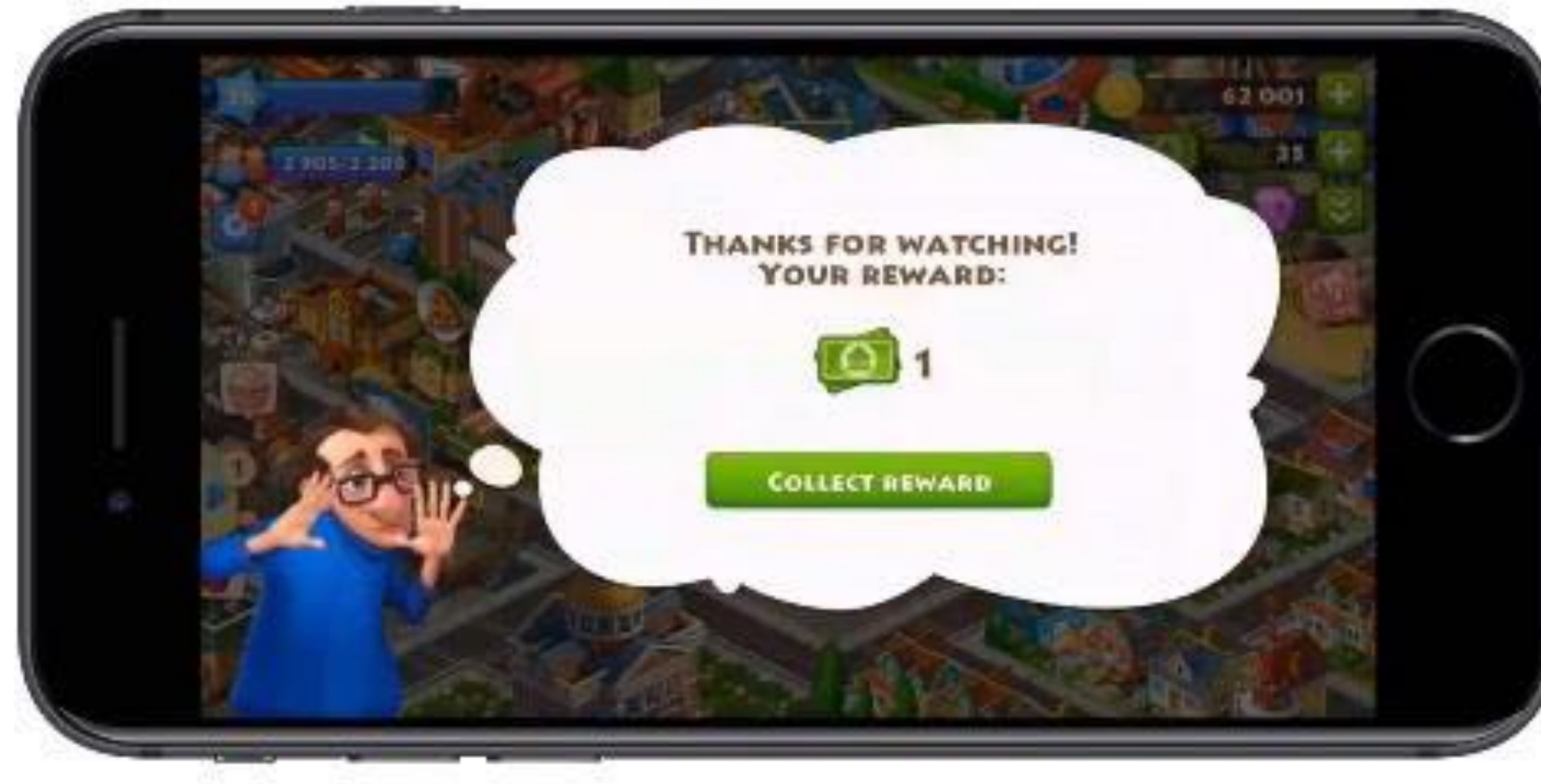


In-Stream Video

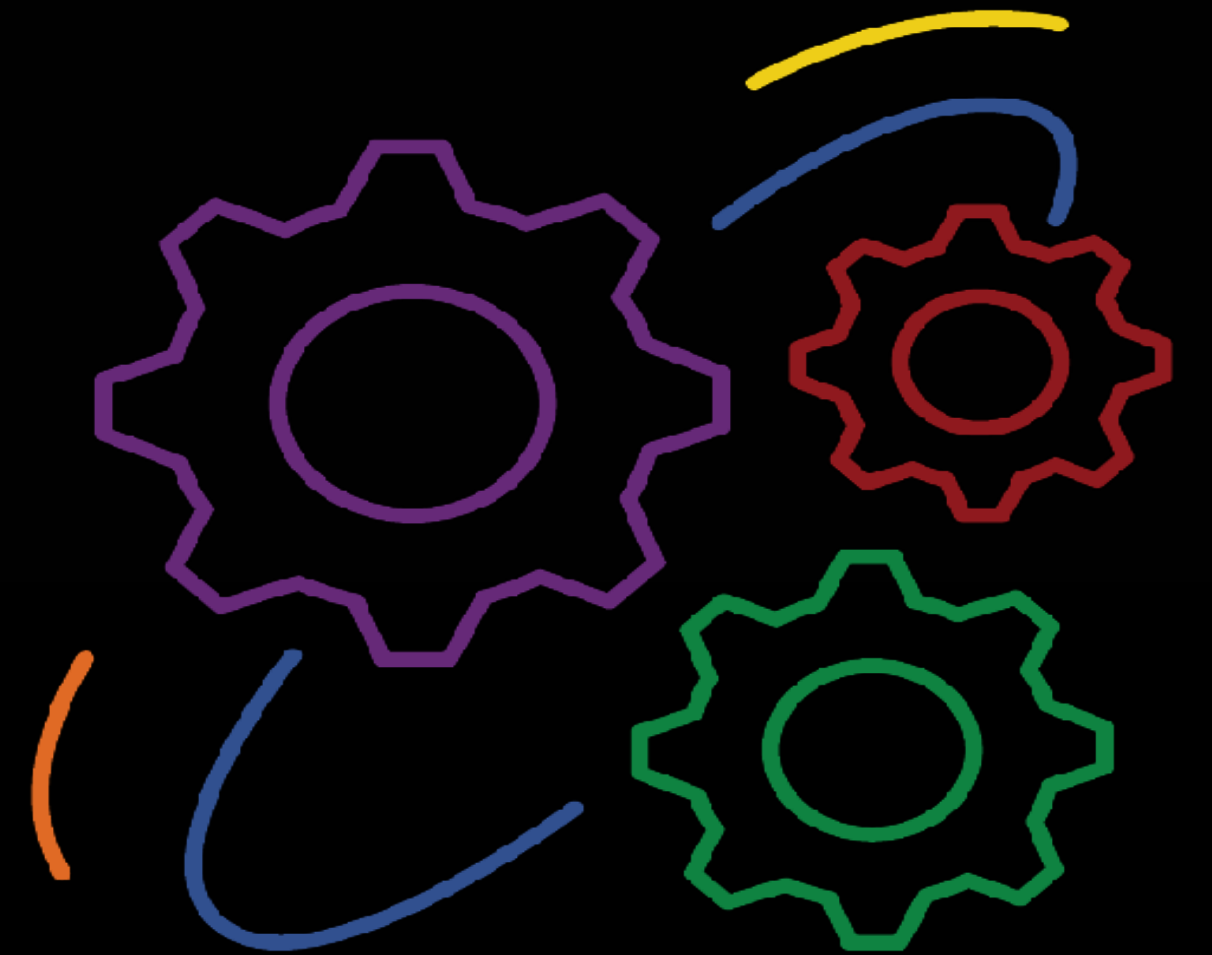


Audience Network Ads (Cont.)

Audience Network Rewarded Video



BIDDING & BUDGETING



Daily Budget

Lifetime Budget

Bid Cap

Cost Cap

Target Cost



Bid control (optional)

180.00.م.ج

maximum bid in each auction

Facebook will aim to get the most leads without bidding more than 180.00.م.ج in any auction using the bid-cap bid strategy.

☐ Cost cap



Best for getting
**the highest
volume**

☒ Bid cap



Best for controlling
bids in the auction

☐ Target cost



Best for getting
consistent costs

[Learn more](#)

[Hide additional bid strategies](#) ▲

End Time

Run On Schedule

Accelerated NOT Recommended

AD FORMAT

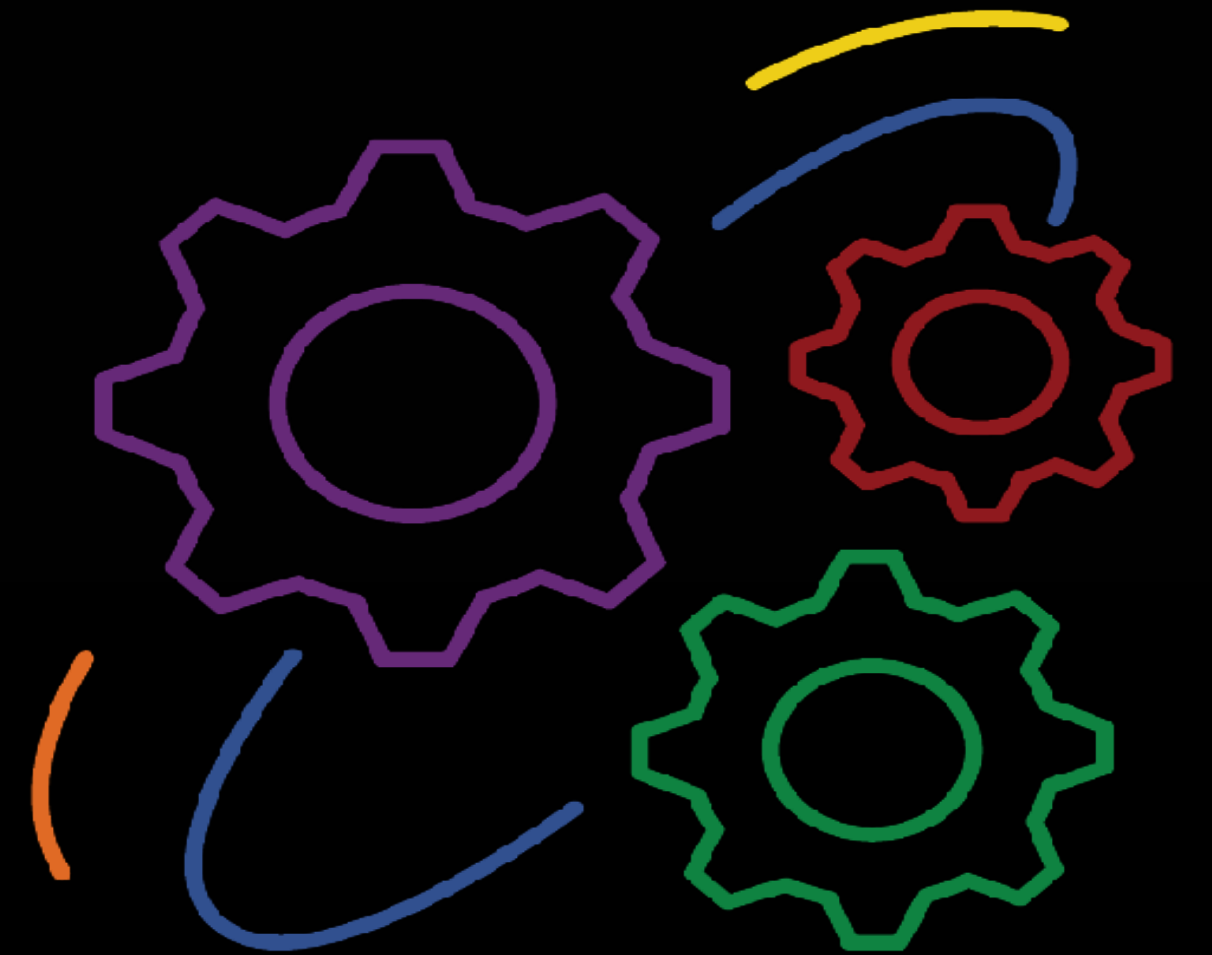
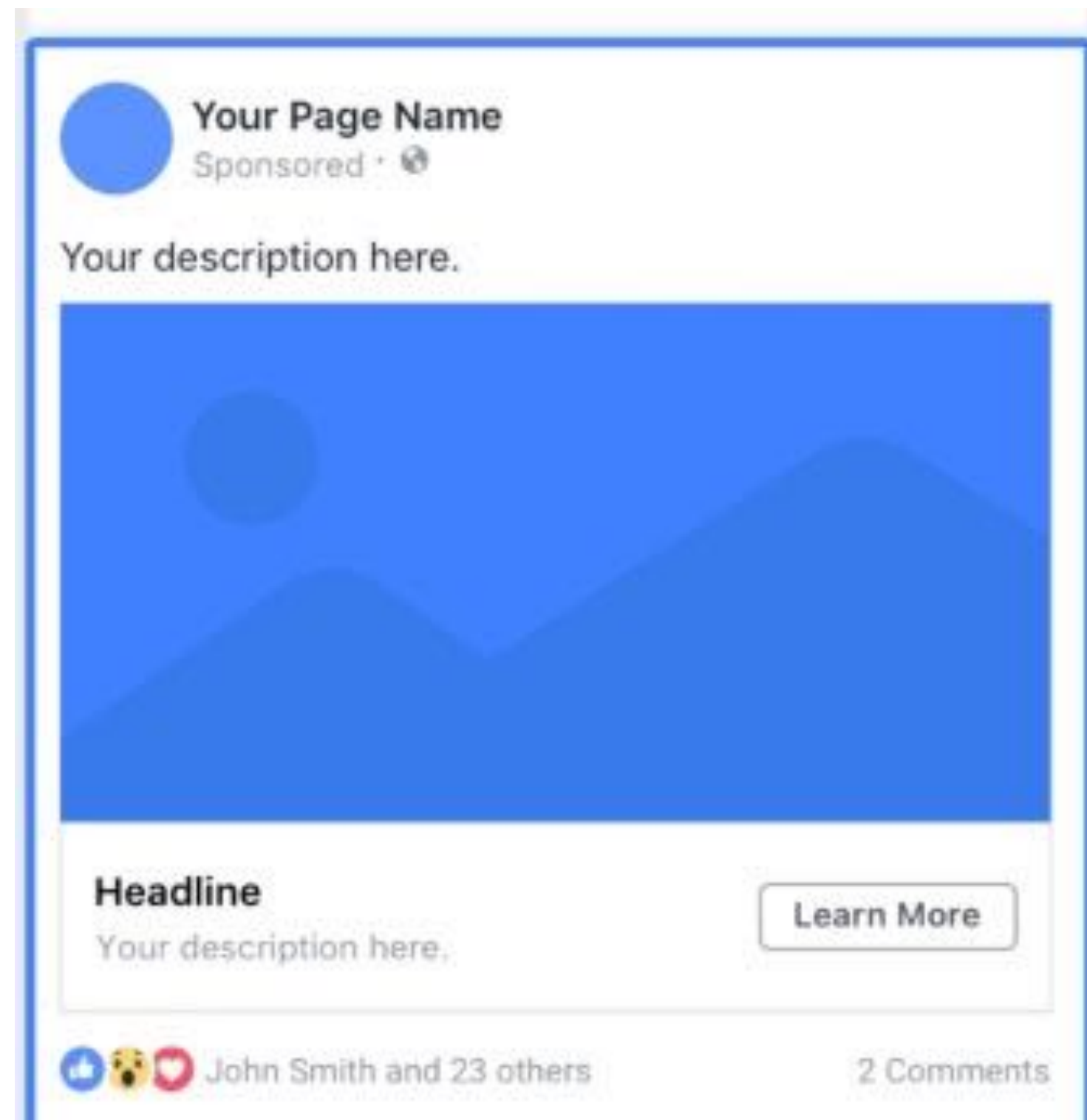


Image Ads

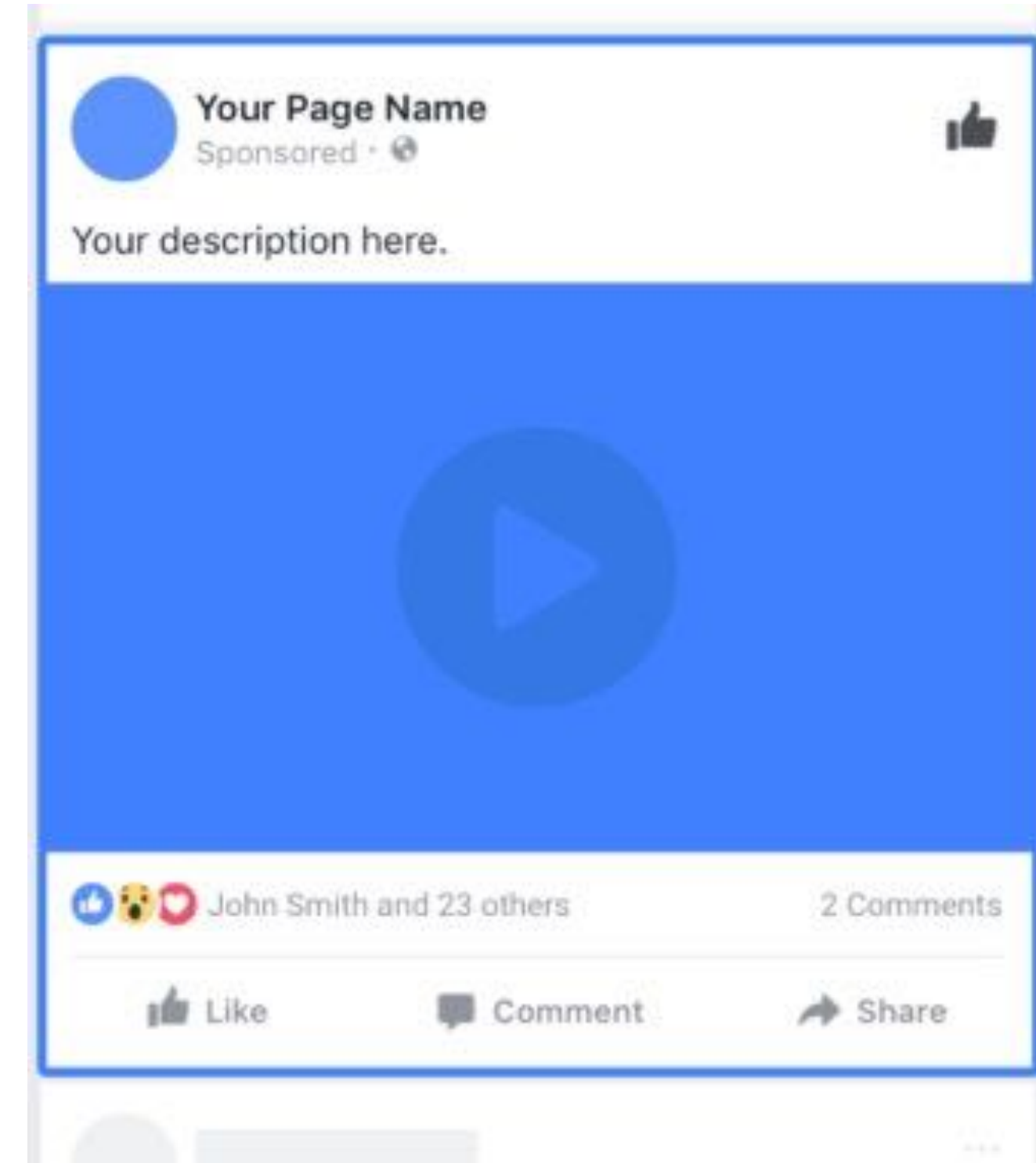
Single Image

- Combine a compelling image with a link to make it easy for people to take an action right from your ad.



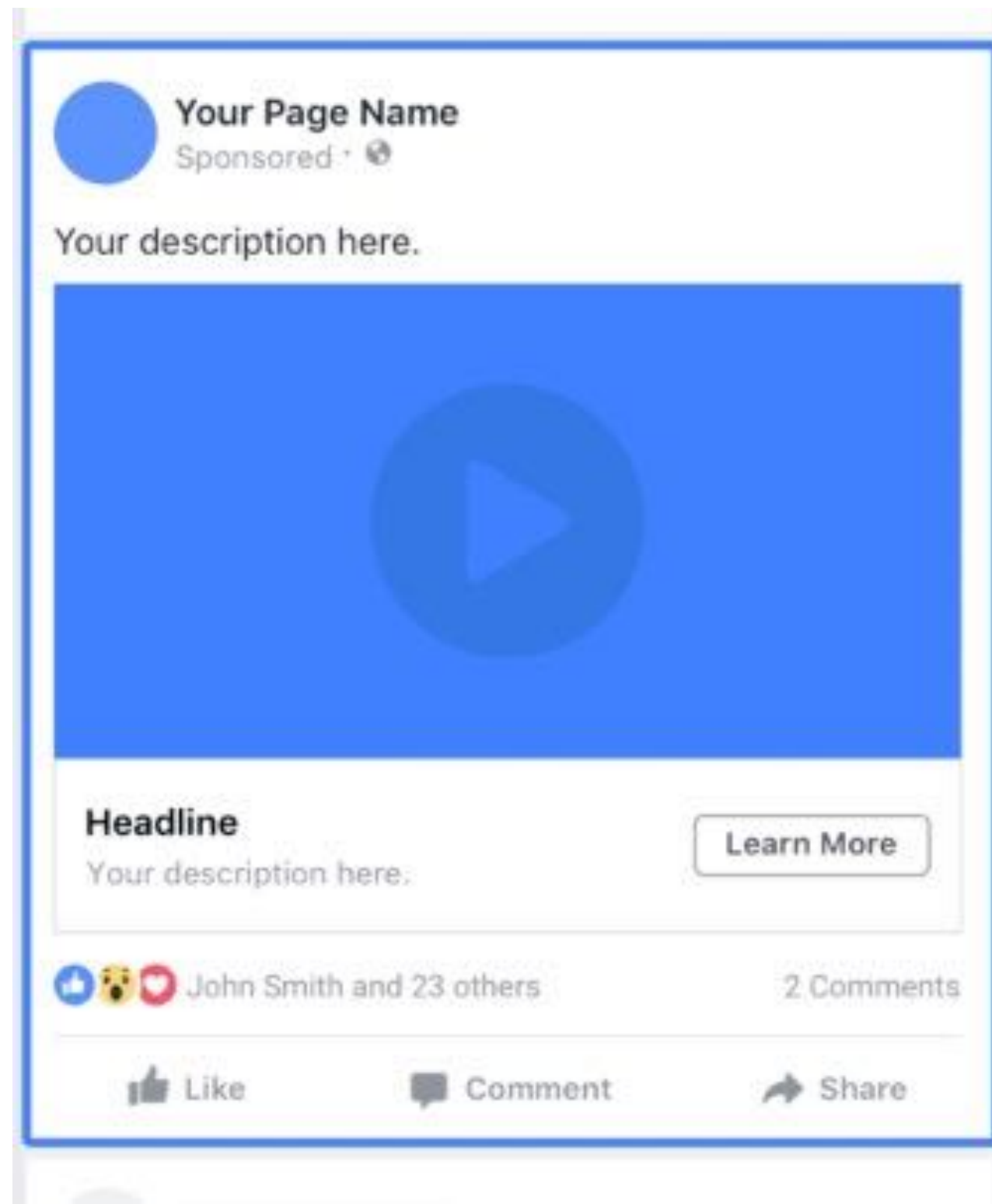
Slideshow

- Use a series of images to build an engaging video



Single Video

- Browse and take action on a landing page while continuing to watch your video.



Video Ads

360 Video

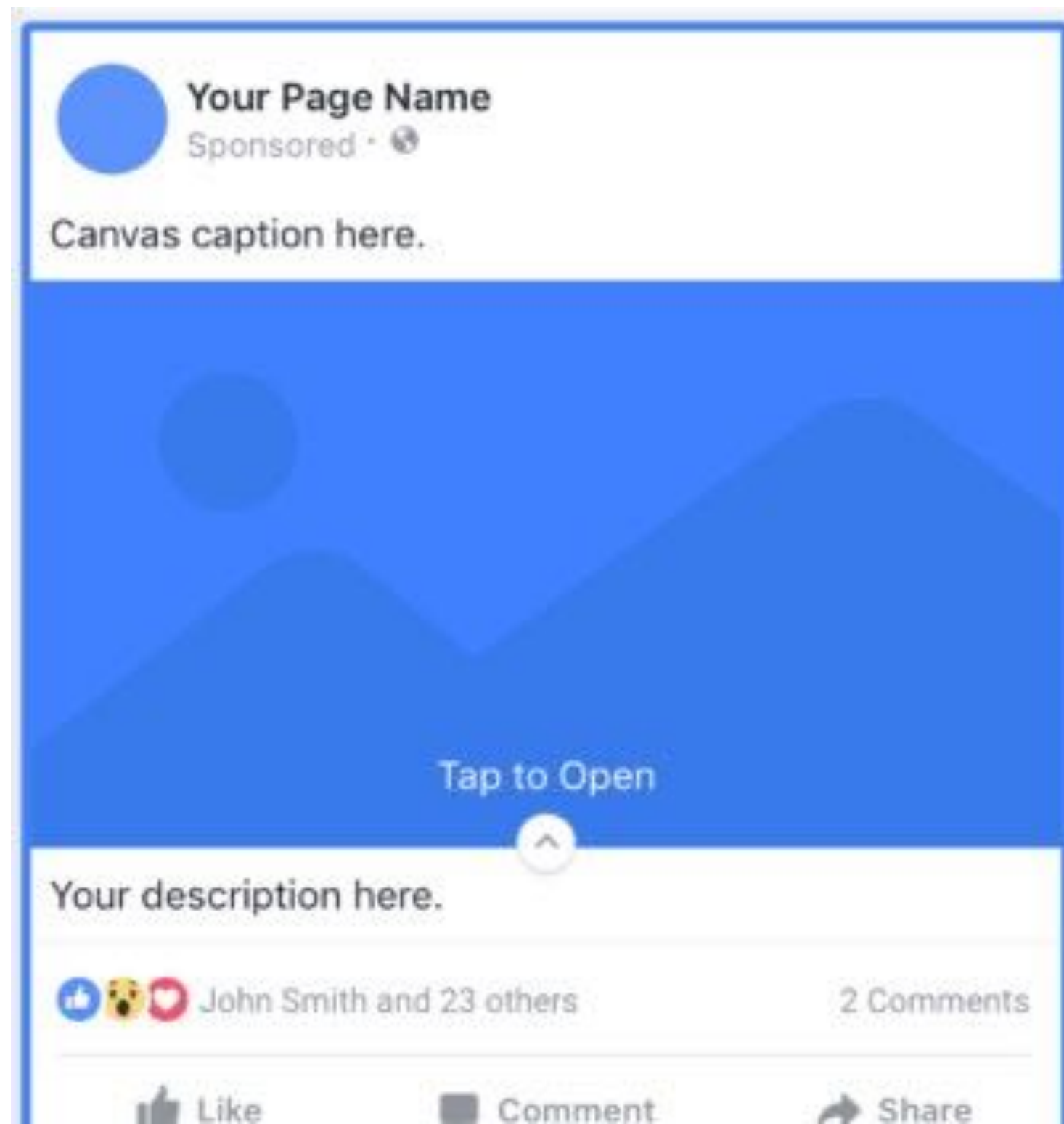
- Explore places or stories from every angle with 360degrees



Special Ads

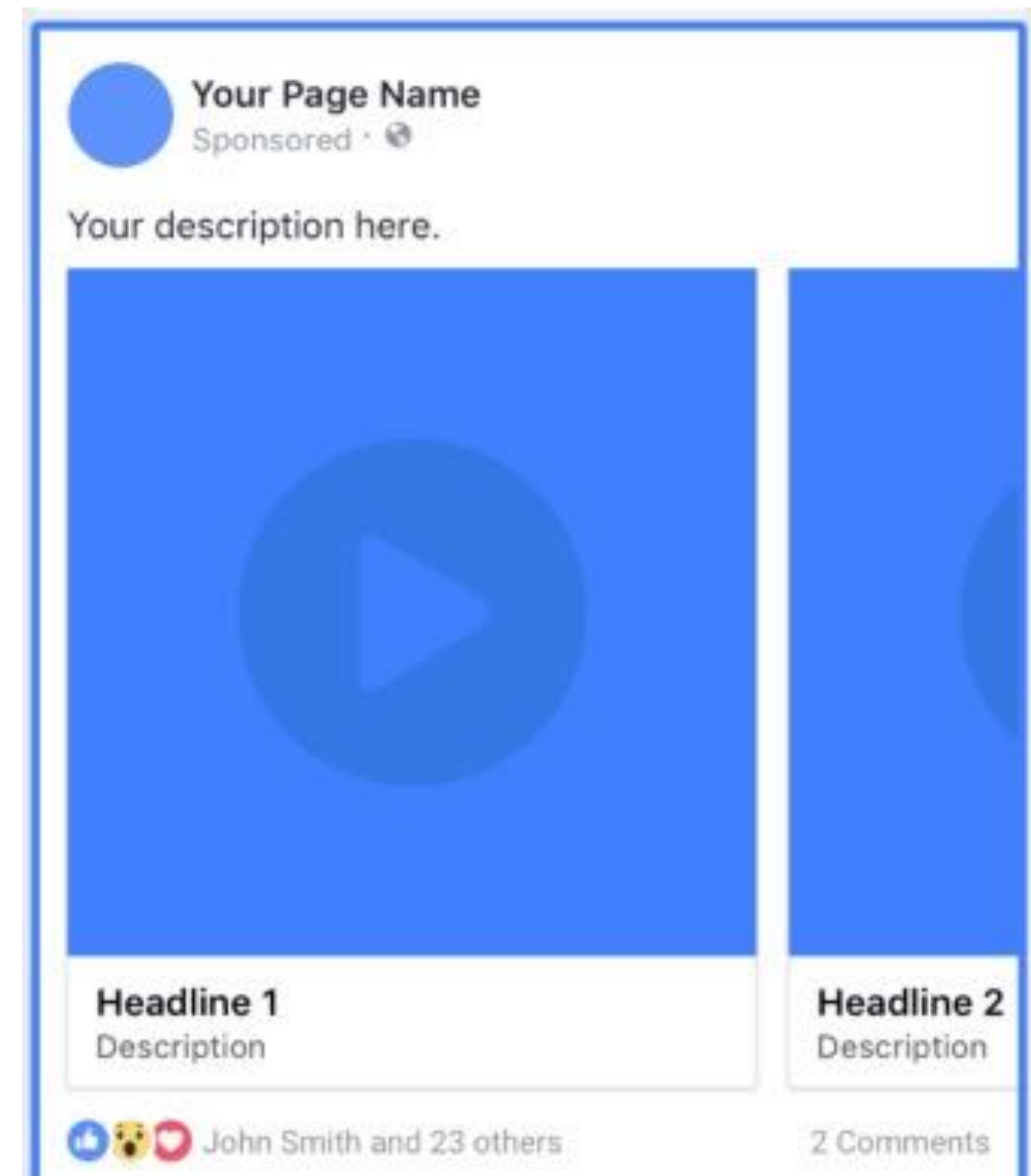
Canvas

- View panoramic images, swipe to explore carousels of images or zoom in to view details.



Carousel

- Visual story with a sequence of images or videos in a single ad.



Form Type

Customize your form depending on the goal of your lead generation campaign. The options you select may impact the volume of submissions and cost per lead. [Learn more](#)

- Options
- ☒

 **More Volume**
Use a form that's quick to fill out and submit on a mobile device.
- ☐

 **Higher Intent** NEW
Add a review step that gives people a chance to confirm their info.

Intro (optional)

☒

▼

Questions

▼

Privacy Policy

▼

Thank You Screen

UPDATED

▼

More Volume - Form Preview



 Waterford Lux Resorts

Headline Text

Sign up by providing your info below.

Email

Enter your answer.

Full name

Enter your answer.

Accessing Lead Data

- You will be able to access this information immediately
- Leads are available for **90 days** then, it will be deleted.



1

Customer
System
Integration
(real time)



2

Facebook
Marketing API
Integration
(real time)



3

CSV File
Download
(manual)

Using PageAdmin

Download lead information from your Page:

1. Click **Publishing Tools** at the top of your Page.
2. Click **Lead Ads Forms** (only visible to Page Admins and Page Advertisers once you've created a lead ads campaign).
3. Within the Forms Library, select a form and click **Download**. You'll see two options:

Click **Download New Leads** if you only want to download leads that you've received since your last download.

Click **Download by Date Range** if you only want to download leads you've received during a certain time period. If you choose this option, click the **Lifetime** dropdown, select a date range, click **Update**, and then click **Download**.

Important Note

- Lead who were contacted **within an hour** of submitting their query were nearly **7x more likely** to be qualified, compared to a lead that was contacted **an hour later**.
- More than **60x more likely** than companies that waited 24 hours or longer to contact the customer.

Thank You